



## ABOUT THE GAME

Defend the tank is one of the most popular tank-based action games. Fire away at your enemies and try to survive for as long as possible. Use the best strategies to keep your tank alive and strive to top the leaderboard.



## USER GROWTH

Defend the tank was launched on Glance Game Centre in April 2022. As soon as the game became live on Glance, it displayed a promising performance in terms of daily gameplay sessions.

### GAMEPLAY SESSIONS/DAY



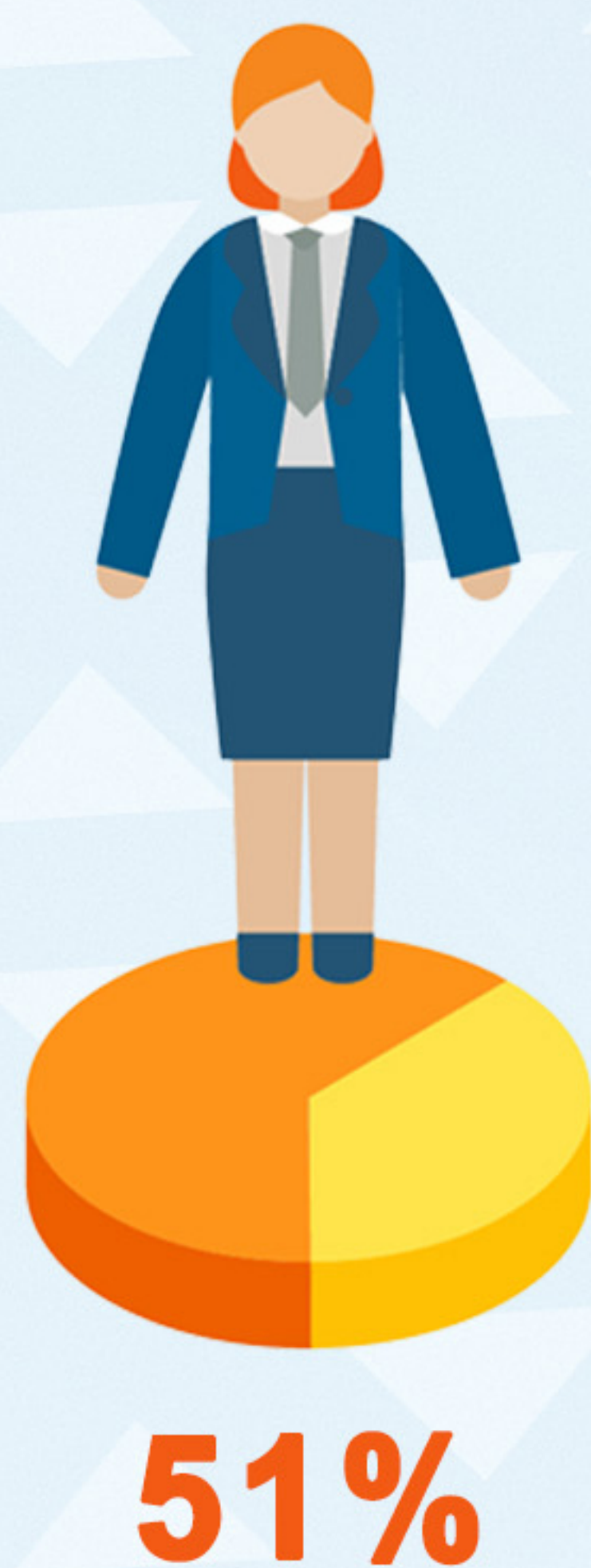
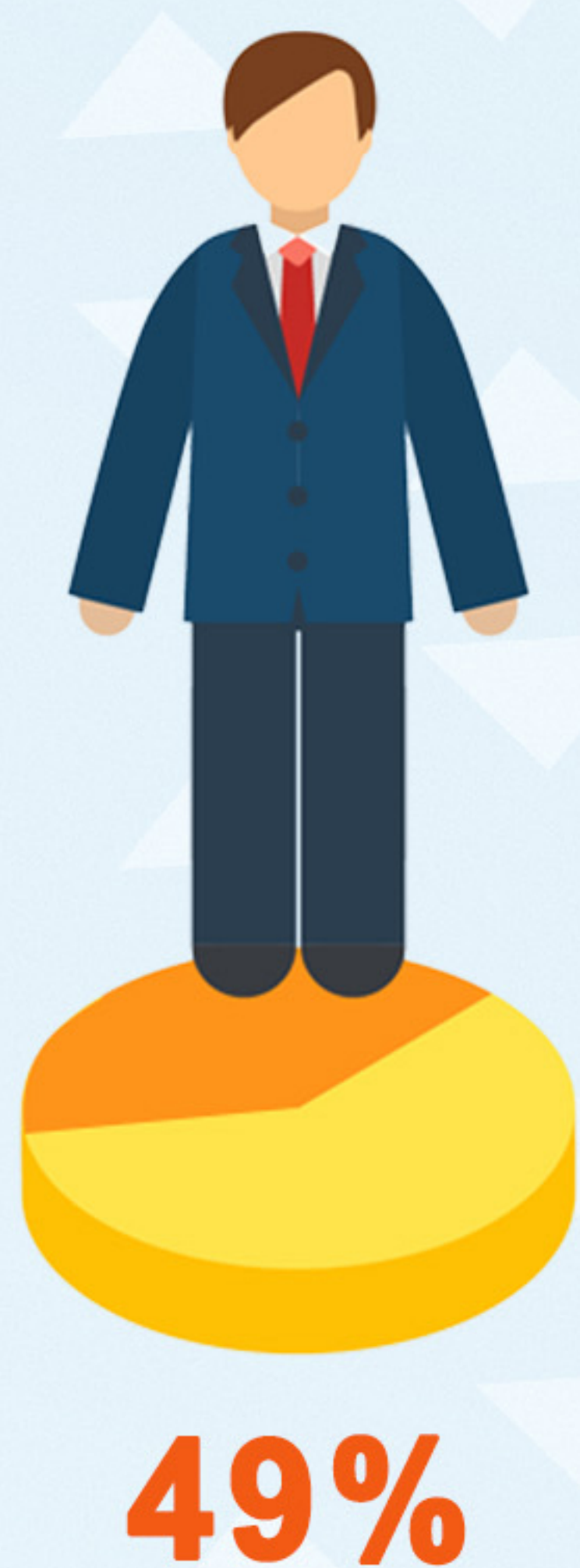


# 4X GROWTH IN 3 MONTHS

## HOW DID THE DEVELOPERS ACHIEVE THIS NUMBER:

**Screen Zero Advantage:** Glance starts engaging its users directly from the lock screen. The lock screen game promotions gave a sneak peek into the gameplay experience right from the beginning and helped the game scale up in no time.

## USER DEMOGRAPHICS



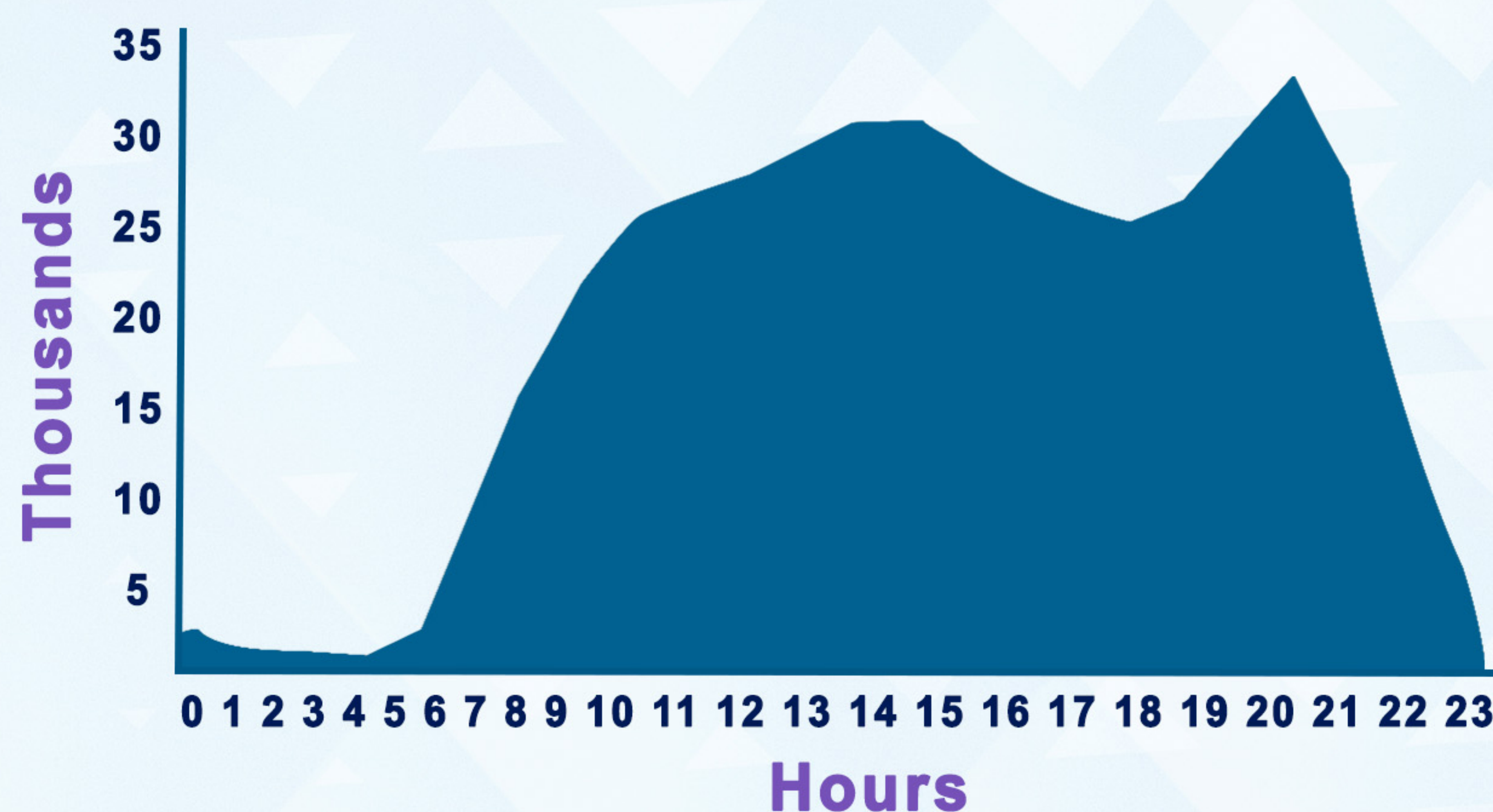
### Did you know?

You'll be surprised to know that females spend more time playing this tank-based action game (7.9 MN minutes per day) than males (7.4 MN minutes)



## Most engaging hours of the day

The game witnesses the highest number of users at night, between 8 to 9 PM with **30-35K DAU** during that hour.





# Metro vs Non-Metro

**Metro: 36%**



**Non-metro: 64%**



## Conclusion

Defend the Tank experienced tremendous growth right from its inception because the developers leveraged the lock screen promotions and a strong existing userbase to their advantage.



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